

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT CREATIVE, INC.

Ad No. 1141—"WE STOP AT NOTHING"—Ref. No. 74616—Page—(10 1/2 x 11 1/2 inches)—4 x Black—National Magazine (Short), 1982

(K)

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**We stop at nothing.**

And that's something you'll enjoy right from the start.

Because that little bit of nothing at the end of our cigarette keeps your lips from touching the tar that builds up on the filter.

Flush filters can't do that.

Which is why Parliament Lights are so tastefully light.

And that's nothing to make light of.



Only Parliament Lights has the famous recessed filter.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec '81.

